

**WGHP-TV**

## ORDER

Print Date 10/26/12

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Flight Dates 10/24/12-10/30/12

Order Sep 00:15:00

Contract / Revision 585155 /

Original Date / Revision  
10/26/12 10/26/12

**Advertiser Romney/R/ President**

Agency **American Rambler Production**

**Buying Contact Stephanie Kincaid**

**138 Conant Street  
Beverly, MA 01915**

Product

**ROMNEY FOR PRESIDENT**

Agency Com 15%

Billing Contact

**138 Conant Street  
Beverly, MA 01915**

<u>Sales Office</u>	DC-M
<u>Sales Region</u>	NAT
<u>Agency Ref</u>	

Estimate # 351

Alt Order # 9849530

Billing Type      Cash

Order Type GENERAL

**Billing Cycle**      **EOM/EOC**

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Aa

Priority 3

Advertiser Ref

Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 30%    Market Value 75126

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	22%	16527
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	44%	33055
WXLV	4%	3005

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	33	\$9,152.80	\$10,768.00	0.00	10/01/12	10/28/12	33	\$9,152.80	\$10,768.00
November 2012	21	\$10,004.50	\$11,770.00	0.00	10/29/12	10/30/12	21	\$10,004.50	\$11,770.00
<b>Totals</b>	<b>54</b>	<b>\$19,157.30</b>	<b>\$22,538.00</b>	<b>0.00</b>					

### Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	33	\$9,152.80	\$10,768.00	0.00	10/01/12	10/28/12	33	\$9,152.80	\$10,768.00
November 2012	21	\$10,004.50	\$11,770.00	0.00	10/29/12	10/30/12	21	\$10,004.50	\$11,770.00
<b>Totals</b>	<b>54</b>	<b>\$19,157.30</b>	<b>\$22,538.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	8	10/29/12	10/30/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	MT-----	:30	2	\$604.00	1	0.00	NM	2	\$1,208.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----		2		\$604.00		0.00					
2	8	10/24/12	10/26/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	--WTF--	:30	3	\$345.00	3	0.00	NM	3	\$1,035.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--		3		\$345.00		0.00					
3	8	10/29/12	10/30/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	MT-----	:30	2	\$256.00	1	0.00	NM	2	\$512.00
NEWS															



													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
13	8	10/24/12	10/26/12	M-F 5-6p Fox 8 News at 5pm	CM-All	5-6p	--WTF--	:30	3	\$314.00	3	0.00 NM	3	\$942.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--	3		\$314.00		0.00					
14	8	10/29/12	10/30/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	MT-----	:30	2	\$1,007.00	1	0.00 NM	2	\$2,014.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----	2		\$1,007.00		0.00					
15	8	10/24/12	10/26/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	--WTF--	:30	3	\$575.00	3	0.00 NM	3	\$1,725.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--	3		\$575.00		0.00					
16	8	10/29/12	10/30/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MT-----	:30	2	\$586.00	1	0.00 NM	2	\$1,172.00
ACCESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----	2		\$586.00		0.00					
17	8	10/24/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	3	\$335.00	3	0.00 NM	3	\$1,005.00
ACCESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--	3		\$335.00		0.00					
18	8	10/29/12	10/30/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	MT-----	:30	2	\$513.00	1	0.00 NM	2	\$1,026.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----	2		\$513.00		0.00					
19	8	10/24/12	10/26/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	--WTF--	:30	3	\$293.00	3	0.00 NM	3	\$879.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--	3		\$293.00		0.00					
20	8	10/29/12	10/30/12	LN (M-F) Late News M-F	CM-All	10-11p	MT-----	:30	2	\$1,556.00	1	0.00 NM	2	\$3,112.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----	2		\$1,556.00		0.00					
21	8	10/24/12	10/26/12	LN (M-F) Late News M-F	CM-All	10-11p	--WTF--	:30	3	\$889.00	3	0.00 NM	3	\$2,667.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--	3		\$889.00		0.00					
22	8	10/28/12	10/28/12	FOX News Sunday FOX News Sunday	CM-All	9-10a (9:00 AM-10:00 AM)	-----S	:30	1	\$157.00	3	0.00 NM	1	\$157.00
NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$157.00		0.00					
23	8	10/28/12	10/28/12	LN (Su) Late News Su	CM-All	10-11p	-----S	:30	1	\$889.00	3	0.00 NM	1	\$889.00
NEWS														

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
23	8	10/28/12	10/28/12	LN (Su)	CM-All	10-11p	-----S	:30	1	\$889.00	3	0.00	NM	1	\$889.00	
				Late News Su												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S			1		\$889.00		0.00					
N24	8	10/30/12	10/30/12	LN (M-F)	CM-All	10-11p	-T-----	:30	1	\$670.00	3	0.00	NM	1	\$670.00	
				Late News M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----			1		\$670.00		0.00					
														Totals	54 \$22,538.00	